



Bridging User Journey:
Credit & Non-Credit Program Pathways

This Session's Presenters



Mary Pat Moore

Executive Director of Public
Relations & Marketing



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Hawkeye Community College

Empowering Futures, Enriching Communities



- Main campus in Waterloo, Iowa
- Four satellite centers
- 5,000 credit and 9,000 noncredit students
- Commitment to providing high-quality education, innovative programs, and a supportive learning environment



About Stamats

Built for Exceptions

- Based in Cedar Rapids, Iowa
- Comprehensive digital marketing, brand development, and creative company
- 70+ years in higher ed
- Hyper focused on UX & data



NCMPR District 5 Gold Medallion Award for New Website



[PROGRAMS](#)

[ADMISSIONS & AID](#)

[STUDENT SUCCESS](#)



CREATE YOUR
FUTURE



HawkeyeCollege.edu

Launched March 2025



Where We Started



Hawkeye's website goals reflected
common challenges.

Project Goals

Intuitive
Navigation,
Improved UX

Connect
Careers to
Programs

Support Key
Conversions

Updated
Technology &
CMS

Above All

But more than anything, the website had to be a recruiting tool.



Covid-Era Development

“Stealth” Applicants

Students applied to Hawkeye without any previous contact to the college.

Programs: Most important content



Words, Words



Advanced Manufacturing Welding

[COURSES](#) [CAREERS](#) [PROGRAM ADMISSION](#) [PROGRAM CONTACTS](#) [ALL PROGRAMS >>](#)

The Advanced Manufacturing Welding program prepares you for a variety of welding careers. Coursework is aligned with the American Welding Society's SENSE standards. You will learn various welding techniques, including:

- Gas metal arc welding
- Thermal cutting
- Shielded metal arc welding
- Flux cored arc welding
- Gas tungsten arc welding

You will also gain the knowledge and skills in:

- Blueprint reading
- Metal types and the welding applications to use with them
- Metal cutting and fabrication
- Welding positions
- Pipe welding
- Weld inspection and testing
- Robotic welding

The program offers three levels of welding skills and techniques.

- The one-semester Welding certificate prepares you with the skills needed for general maintenance or production welding.
- The two-semester Intermediate Manufacturing Welding diploma prepares you with the skills needed for custom fabrication and construction welding.
- The three-semester Advanced Manufacturing Welding diploma prepares you with the skills needed in food production maintenance and high-end custom fabrication.

Hands-On Learning Opportunities

- **Welding Lab:** Use the latest welding equipment in the industry as you learn and perfect your welding skills on various type of metals.
- **Virtual Welder:** Become comfortable with various types of welds while learning how to reduce costs and improving your efficiency in a safe, controlled environment.
- **Robotic Welder:** Learn how to program and use robots to weld in modern manufacturing.

AT A GLANCE

Awards	Certificate Diploma
Length of Study	4 months - 1 year
Program Start	Fall, Spring
Tuition-Free Eligible	This program qualifies for the Future Ready Iowa Last-Dollar Scholarship and will pay up to 100% of your tuition. Students must apply for, be awarded, and meet the ongoing eligibility requirements for the Last-Dollar Scholarship.

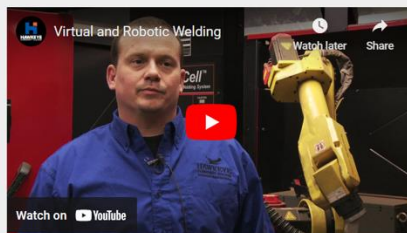
FACULTY SPOTLIGHT

Jeff Jantzen

"As a 1992 graduate, I am very proud of all I have accomplished and built with the education I have received from Hawkeye."

Certification

An independent certification laboratory evaluates your performance for possible certification with the American Welding Society.



VIDEO OVERVIEW

Robotic and Virtual Welding Training at Hawkeye Community College

The virtual welder at Hawkeye helps students learn welding techniques without wasting materials and helps them become more proficient welders. The robotic welder offers students a taste of what many of the manufacturing companies are doing to help them prepare for future employment. Check out the Virtual and Robotic Welding video to learn more!

[SEE MORE VIDEO](#)

Program Pathways

WELDING CERTIFICATE

PROGRAM DETAILS		PROGRAM COURSES	
Award	Certificate	TERM 1 <ul style="list-style-type: none">Applied MathGas Metal Arc Welding Spray Transfer: SENSE1GMAW Developmental IIntroduction to Welding, Safety, and Health of Welders: SENSE1Print Reading and Welding Symbol Interpretation: SENSE1Shielded Metal Arc Welding I: SENSE1SMAW Developmental IThermal Cutting Processes I - Manual and Mechanized OxyFuel Cutting: SENSE1Thermal Cutting Processes II - Plasma and Carbon Steel Arc: SENSE1	
Credits	20		
Program Start	Fall/Spring		
Number of Terms	1		
Time to Complete	4 months		
Course Format	Face-to-Face		
Admissions Application	Select Academic Program: Welding - Certificate See Program Admission		
SUGGESTED SEQUENCE OF STUDY AND COST			

Next step: Continue to term 2 of either of the Intermediate Manufacturing Welding diploma options or graduate and enter the workforce.

INTERMEDIATE MANUFACTURING WELDING: GTAW, CARBON STEEL, ALUMINUM AND STAINLESS STEEL DIPLOMA

PROGRAM DETAILS		PROGRAM COURSES	
Award	Diploma	TERM 1 - SPRING <ul style="list-style-type: none">Applied MathGas Metal Arc Welding Spray Transfer: SENSE1GMAW Developmental I	
Credits	28		

PROGRAM DETAILS	
Award ⓘ	Diploma
Credits	28
Program Start	Spring
Number of Terms	2
Time to Complete	7 months
Course Format ⓘ	Face-to-Face
Admissions Application	Select Academic Program: Welding – Diploma (Intermediate Manufacturing: GTAW, Carbon Steel, Aluminum and Stainless Steel) See Program Admission

SUGGESTED SEQUENCE OF STUDY AND COST

PROGRAM COURSES
TERM 1 – SPRING <ul style="list-style-type: none"> Applied Math Gas Metal Arc Welding Spray Transfer: SENSE1 GMAW Developmental I Introduction to Welding, Safety, and Health of Welders: SENSE1 Print Reading and Welding Symbol Interpretation: SENSE1 Shielded Metal Arc Welding I: SENSE1 SMAW Developmental I Thermal Cutting Processes I - Manual and Mechanized OxyFuel Cutting: SENSE1 Thermal Cutting Processes II - Plasma and Carbon Steel Arc: SENSE1
TERM 2 – SUMMER <ul style="list-style-type: none"> Gas Tungsten Arc Welding for Aluminum: SENSE1 Gas Tungsten Arc Welding for Austenitic Stainless Steel: SENSE1 Gas Tungsten Arc Welding for Carbon Steel Gas Tungsten Arc Welding: Developmental

See the Suggested Sequence of Study for the full list of courses, cost, and additional course details.

 Next step: Continue to term 2 of Advanced Manufacturing Welding diploma option or graduate and enter the workforce.


INTERMEDIATE MANUFACTURING WELDING: GMAW, SMAW, FCAW, AND ROBOTICS DIPLOMA

PROGRAM DETAILS	
Award ⓘ	Diploma
Credits	36
Program Start	Fall
Number of Terms	2
Time to Complete	9 months
Course Format ⓘ	Face-to-Face
Admissions Application	Select Academic Program: Welding – Diploma (Intermediate Manufacturing: GMAW, SMAW, FCAW, and Robotics) See Program Admission

SUGGESTED SEQUENCE OF STUDY AND COST

PROGRAM COURSES
TERM 1 – FALL <ul style="list-style-type: none"> Applied Math Gas Metal Arc Welding Spray Transfer: SENSE1 GMAW Developmental I Introduction to Welding, Safety, and Health of Welders: SENSE1 Print Reading and Welding Symbol Interpretation: SENSE1 Shielded Metal Arc Welding I: SENSE1 SMAW Developmental I Thermal Cutting Processes I - Manual and Mechanized OxyFuel Cutting: SENSE1 Thermal Cutting Processes II - Plasma and Carbon Steel Arc: SENSE1
TERM 2 – SPRING <ul style="list-style-type: none"> Flux Cored Arc Welding (Gas-Shielded): SENSE1 Flux Cored Arc Welding (Self-Shielded): SENSE1 Gas Metal Arc Welding Short Circuit Transfer: SENSE1 GMAW Developmental II Robotic Welding Shielded Metal Arc Welding II: SENSE1 SMAW Developmental II

See the Suggested Sequence of Study for the full list of courses, cost, and additional course details.

 Next step: Continue to term 3 of the Advanced Manufacturing Welding diploma option or graduate and enter the workforce.

ADVANCED MANUFACTURING WELDING DIPLOMA

PROGRAM DETAILS	
Award ⓘ	Diploma
Credits	44

PROGRAM COURSES
TERM 1 <ul style="list-style-type: none"> Applied Math Gas Metal Arc Welding Spray Transfer: SENSE1 GMAW Developmental I

Number of Terms	3
Time to Complete	1 year
Course Format	Face-to-Face
Admissions Application	Select Academic Program: Welding – Diploma (Advanced Manufacturing) See Program Admission

SUGGESTED SEQUENCE OF STUDY AND COST

- Print Reading and Welding Symbol Interpretation: SENSE1
- Shielded Metal Arc Welding I: SENSE1
- SMAW Developmental I
- Thermal Cutting Processes I - Manual and Mechanized OxyFuel Cutting: SENSE1
- Thermal Cutting Processes II - Plasma and Carbon Steel Arc: SENSE1

TERM 2

- Flux Cored Arc Welding (Gas-Shielded): SENSE1
- Flux Cored Arc Welding (Self-Shielded): SENSE1
- Gas Metal Arc Welding Short Circuit Transfer: SENSE1
- GMAW Developmental II
- Robotic Welding
- Shielded Metal Arc Welding II: SENSE1
- SMAW Developmental II

TERM 3 – SUMMER

- Gas Tungsten Arc Welding for Aluminum: SENSE1
- Gas Tungsten Arc Welding for Austenitic Stainless Steel: SENSE1
- Gas Tungsten Arc Welding for Carbon Steel
- Gas Tungsten Arc Welding: Developmental

See the Suggested Sequence of Study for the full list of courses, cost, and additional course details.

➔ You have completed the Advanced Manufacturing Welding diploma program. Check out the [Trade and Industry continuing education courses](#) to keep up to date in your profession.

Careers

POSITIONS



Graduates find jobs as maintenance, production, manufacturing, construction, custom fabrication, or job shop welders. With advanced skill, graduates may find employment as pipe welders or iron workers.

EXAMPLE CAREERS AND AVERAGE WAGES

	Entry	Average	Experienced
Welders, Cutters, Solderers, and Brazers	\$39,010	\$48,520	\$56,160
Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	\$39,890	\$49,800	\$53,910

Source: [2021 Iowa Wage Report, Iowa Workforce Development – Statewide Wages](#)

Many graduates in this field work overtime. Overtime wages are not included in the above average wages.

EMPLOYERS

The following is a partial list of employers who have hired graduates from this program:

Business	Location
ADA Enterprises, Inc.	Northwood, IA
Baumgartner Gate Factory	Manchester, IA
GMT Corporation	Waverly, IA
Iowa Laser Technology	Cedar Falls, IA
John Deere	Waterloo and Ottumwa, IA

Program Admission

STEP 1 Apply at Hawkeye

1. [Apply for admission at Hawkeye.](#)
2. [Send official transcripts to Admissions.](#)

STEP 2 Program Admittance Score Requirement

In order to be eligible for the Advanced Manufacturing Welding program, all students must meet minimum score requirements in math. For appropriate college success course placement, work with your program advisor.

	ALEKS	ACCUPLACER Next Generation	ACCUPLACER Classic	COMPASS	ACT	GPA
Math	6	240 Arithmetic 241 Quantitative Reasoning, Algebra, and Statistics (QAS)	40 Arithmetic	24 Pre-Algebra	14	2.00

The [ALEKS Placement Assessment](#) can be taken online. [ACCUPLACER Next Generation](#) and [ACT](#) can be taken at Hawkeye. ACCUPLACER Classic and COMPASS are no longer offered, but if you've taken either in the past your test scores can be used for program admittance.

STEP 3 Program Acceptance

Applicants successfully demonstrating college readiness criteria are eligible for acceptance.

Applicants falling short of successful demonstration of college readiness criteria will be accepted to a Pre-Program. As a pre-program student, you will begin with general education and prerequisite classes. An advisor will help you create an academic plan to meet your program admission requirements. Once you have completed your pre-program coursework contact Admissions.

[Equal Opportunity Statement](#)

RELATED PROGRAMS



[CNC Machining and Tool-Making Technology](#)
Manufacturing and Engineering Programs



[Industrial Automation Technology](#)
Manufacturing and Engineering Programs



[Production Welding Short-Term Training Program](#)
Manufacturing and Engineering Programs

RELATED LINKS

[HAWKEYE SCHOLARSHIPS](#)

[FINANCIAL ASSISTANCE AND CAREER NAVIGATION SUPPORT – PATHWAYS TO ACADEMIC CAREERS AND EMPLOYMENT \(PACE\)](#)

Program Contacts

Admissions		Email Admissions	319-296-4000	Hawkeye Center 114
Academic/College Success Advisor	Natasha Ceaser	Email Natasha Ceaser	319-296-4014 ext.1062	Bremer Hall 136C
Faculty Advisor Last Names A – M	Jeff Jantzen	Email Jeff Jantzen	319-296-2329 ext.1432	Buchanan Hall 155B
Faculty Advisor Last Names N – Z	Patrick Hollaway	Email Patrick Hollaway	319-296-2329 ext.1398	Buchanan Hall 155A

Typical Community College Scenario

Credit Credentials

- Managed by academic affairs
- Financial-aid eligible
- Some government support offered for underwriting tuition and operating costs of college

Noncredit Credentials

- Managed by continuing education
- No federal financial aid. (Workforce Pell is coming, though.)
- Registration via separate system from credit
- Student pays full price of course/credential out of pocket
- Unit must cover its expenses through tuition revenue

Hawkeye is no different.

At Hawkeye

Noncredit

- Smaller enrollment, but growing
- Adults experiencing layoffs
- Needing to upskill quickly
- Or gain an industry credential
- Credentials maintained in separate section of website from credit offerings

Credit

- Higher enrollments and enrollment was fairly flat
- Traditional students – recent high school grads who wanted to earn a college degree
- Transfer or continuing their education was important
- Degree info takes up most of “Programs” web content



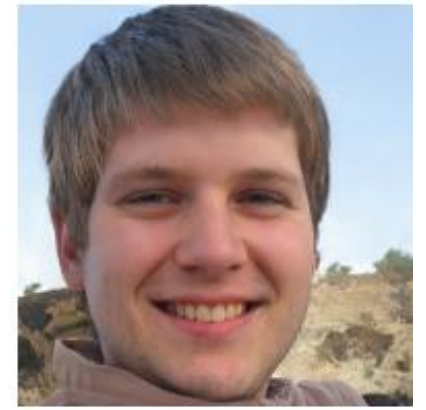
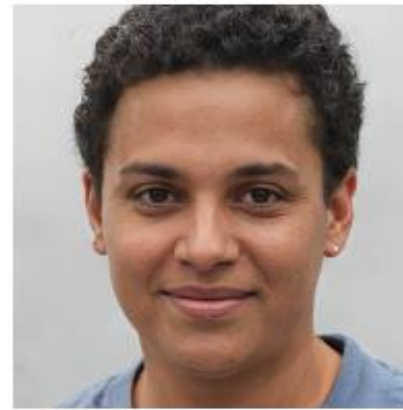
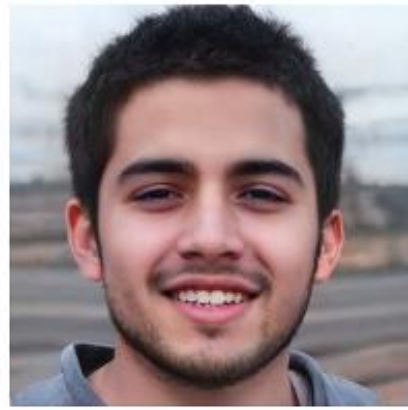
Marketing Conflicts!



First Step:

Understanding Our Audience's Needs

Audience Workshop Using Hawkeye's Personas



Lexie

H.S. Student, 18
Rural family –
brother and parents
attended CC.
Plans to attend but
unsure what she
wants to do.

Luis

Unemployed, 19
Doesn't know where
to begin.
1st gen citizen / 1st in
family to go to school.

Plu Meh

Refugee, 25
Works full time at
Tyson. Challenging
financial situation
New English speaker.

Giselle

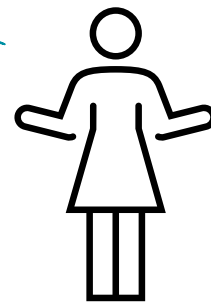
Working, mid-20s
Works as a lab tech at
BioLife Plasma
Center. Comes from a
nursing family &
wants to go to
nursing school too.

Reese

Skills upgrade, 25
Never went to
college, trade route
to upgrade skills in
robotics.

Workshopped with Faculty & Staff Stakeholders

“What would
Giselle type into
Google?”



Giselle

Working, mid-20s

Works as a lab tech at
BioLife Plasma
Center. Comes from a
nursing family &
wants to go to
nursing school too.

We Did the Search Live

- Tried “Nursing degree near me.”
- People were surprised it wasn’t “their page.”
- Learned that you can’t control the path future students use to find you.

nursing degree near me

Masters Perspectives Maps 2-year Shopping Images Accredited Practical Online All filters Tools

Sponsored
Mount Mercy University
https://go.apply.mtmercy.edu › online_nursing › education
Mount Mercy University
MSN Nurse Education **Degree** — Customize your MSN **Degree**. Choose from a Focus in Nurse Administration, Education, & More. Our MSN Program Inspires, Challenges, & Develops the Next Generation of **Nursing**...

Sponsored
allencollege.edu
https://www.allencollege.edu
School Of Nursing - Allen College - Waterloo, IA
Opportunity Awaits. Enjoy Smaller Class Sizes With Hands-On Learning From The Very Best. Learn From Highly Experienced Instructors And Thrive In Small Class Sizes.
Tuition And Fees · School Of Health Sciences · Current Students · Events · About · Essential Functions · Transfer Credits · Future Students · Faculty & Staff · Community

Sponsored
wgu.edu
https://www.wgu.edu
Earn Your Nursing Degree - 100% Online
Get \$2,500 toward your healthcare **degree** with our limited-time Back to **School** Scholarship.

Sponsored
chamberlain.edu
https://www.chamberlain.edu › msn-st
Chamberlain University Nursing - 100% Online Coursework
Elevate Your **Nursing** Practice with one of the US Largest **Nursing** Schools. Join 100K Alumni

Sponsored
hawkeyecollege.edu
https://www.hawkeyecollege.edu › programs › courses
Associate Degree Nursing (RN) Courses
Associate **Degree Nursing (RN) Courses** ... As a student in a health program at Hawkeye Community College, and to participate in clinicals, you will be required to ...
2023–2024 Suggested... · Cost Calculations · Additional Costs Not...

People also ask

What is the fastest you can get a nursing degree?

What are the quickest nursing degrees?

Is nursing a 2 year degree?

What is the best nursing degree to have?

Feedback

Kirkwood.edu
https://www.kirkwood.edu › degrees › health-wellness
Nursing Degrees | Cedar Rapids, Iowa
Prepare for in-demand **nursing** careers in and out of the clinic, including pediatrics, labor and delivery, **nursing** homes, community health, the operating room, ...

Allen College
College in Waterloo, Iowa
Allen College is a private university focused on healthcare and located in Waterloo, Iowa. [Wikipedia](#)
Avg cost after aid — Graduation rate 95% Acceptance rate 100%
Graduation rate is for non-first-time, full-time undergraduate students [view more](#) ↓
From US Dept of Education · [Learn more](#)
Address: 1990 Heath St, Waterloo, IA 50703
Phone: (319) 226-2000
Undergraduate enrollment: 314 (2020–21)

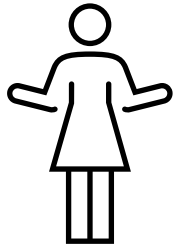
Graduation rate	Completed within 6 years	Completed within 8 years
Other full-time	95%	95%
Other part-time	90%	90%

Source: US Dept of Education (College Scorecard) · [Learn more](#)

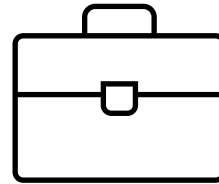
Claim this knowledge panel Feedback

Courses detail page

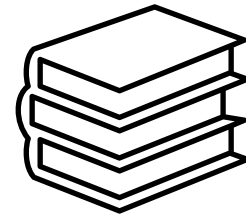
Usability Testing Confirmed Direction



Students don't know difference between credit & noncredit.



They want more about program success and career options.



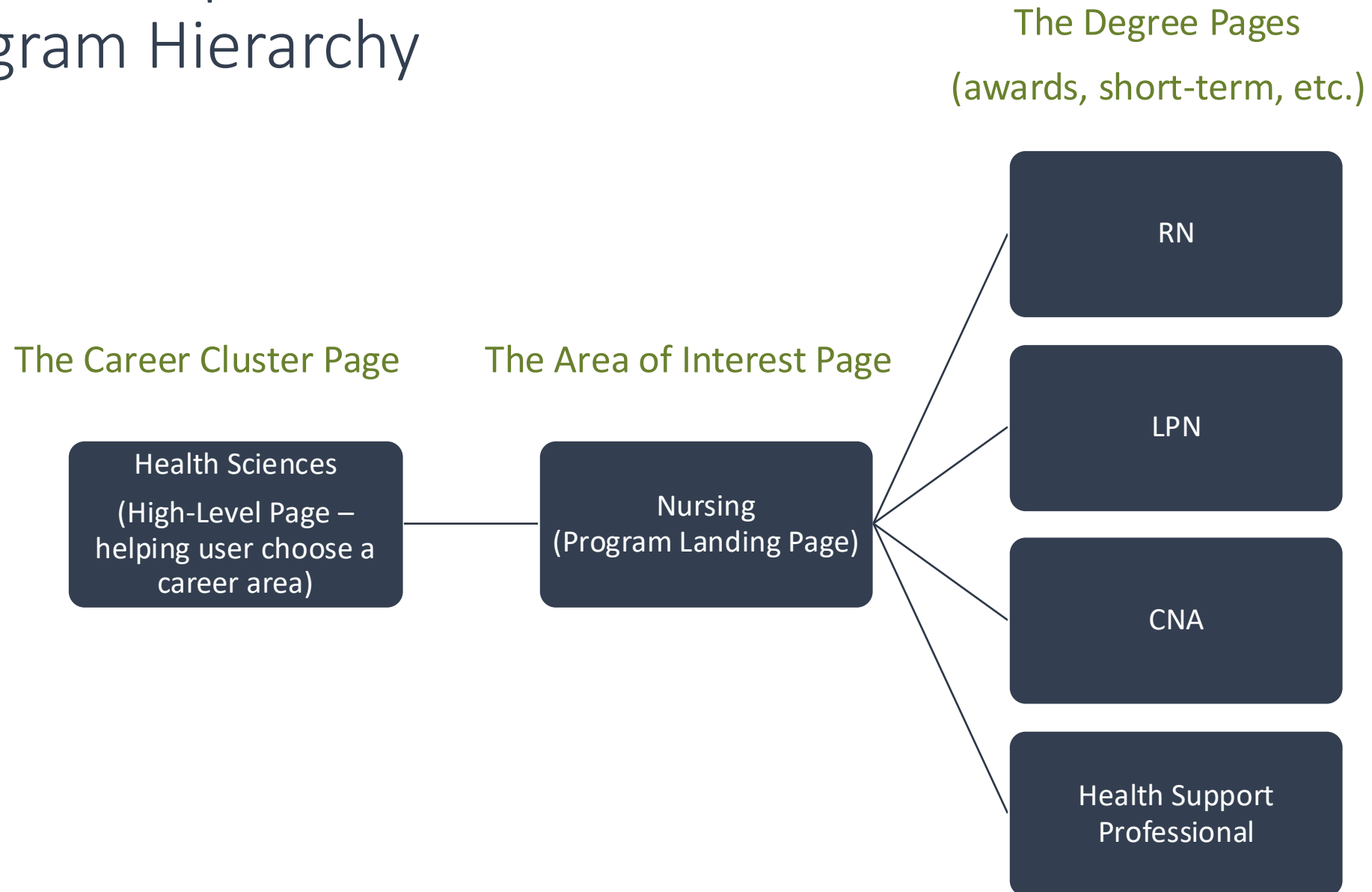
Course listings work; students want to be able to find that info eventually.

It might look simple, but we struggled with the “internal how” to get credit and noncredit combined.

We had to chart out several options to envision how different programs would work.



First Attempt: A New Program Hierarchy

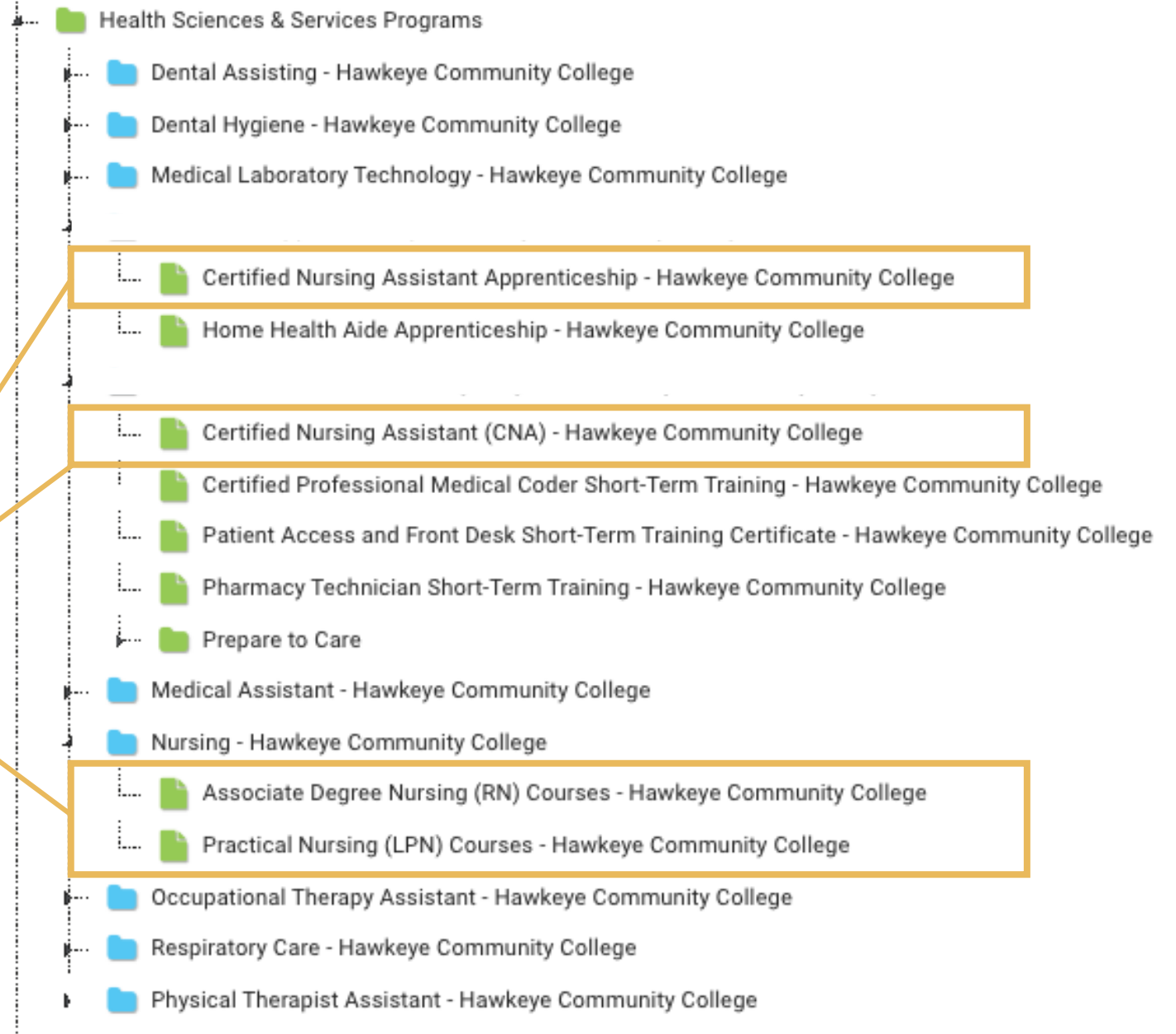


Remove “short-term” and “apprenticeships” as sorting categories in sitemap.

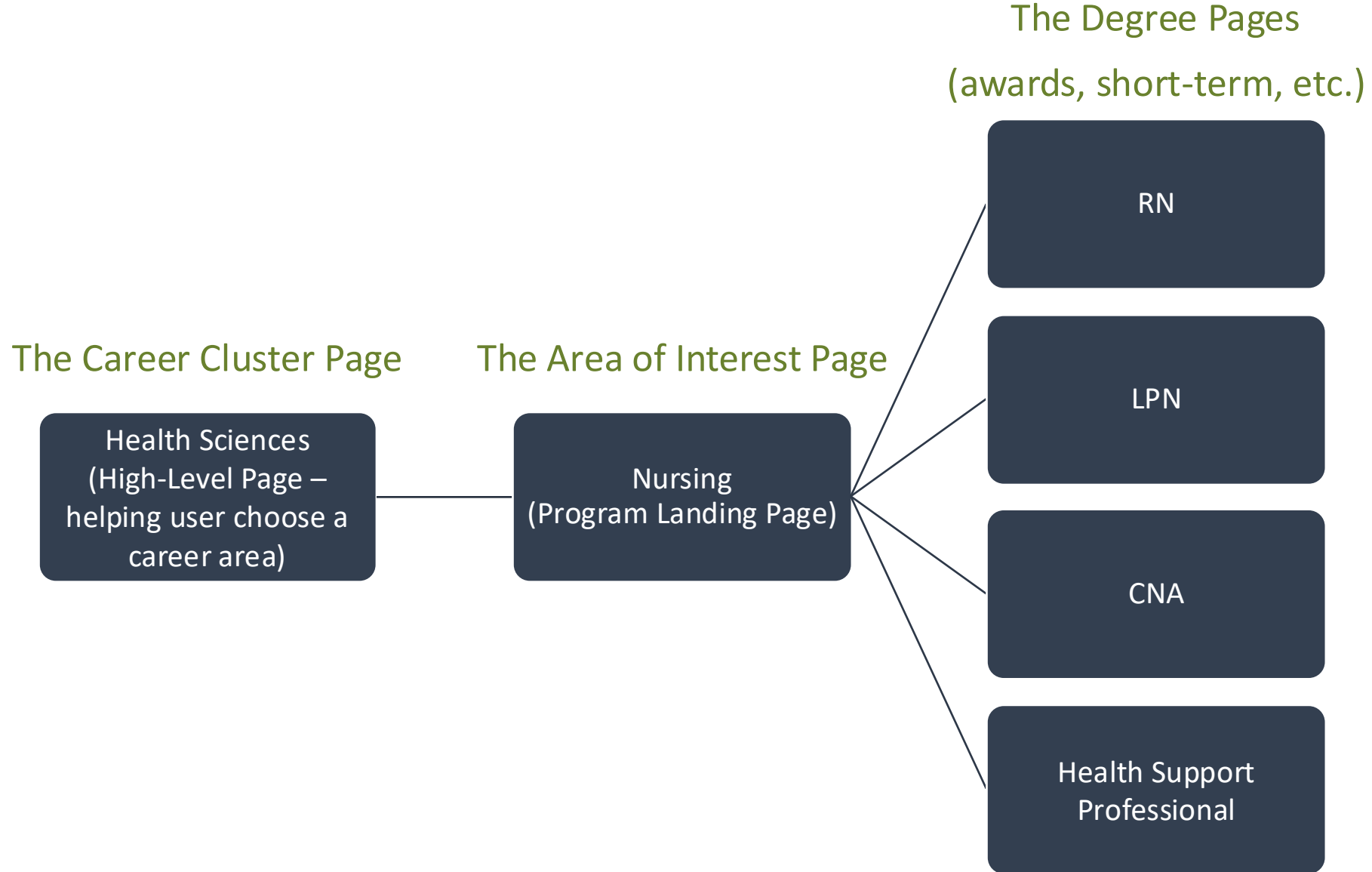
- Health Sciences & Services Programs
 - Dental Assisting - Hawkeye Community College
 - Dental Hygiene - Hawkeye Community College
 - Medical Laboratory Technology - Hawkeye Community College
 - ~~Healthcare Apprenticeships - Hawkeye Community College~~
 - Certified Nursing Assistant Apprenticeship - Hawkeye Community College
 - Home Health Aide Apprenticeship - Hawkeye Community College
 - ~~Healthcare Short-Term Training Programs - Hawkeye Community College~~
 - Certified Nursing Assistant (CNA) - Hawkeye Community College
 - Certified Professional Medical Coder Short-Term Training - Hawkeye Community College
 - Patient Access and Front Desk Short-Term Training Certificate - Hawkeye Community College
 - Pharmacy Technician Short-Term Training - Hawkeye Community College
 - Prepare to Care
 - Medical Assistant - Hawkeye Community College
 - Nursing - Hawkeye Community College
 - Associate Degree Nursing (RN) Courses - Hawkeye Community College
 - Practical Nursing (LPN) Courses - Hawkeye Community College
 - Occupational Therapy Assistant - Hawkeye Community College
 - Respiratory Care - Hawkeye Community College
 - Physical Therapist Assistant - Hawkeye Community College

Bring all programs together under their Area of Study.

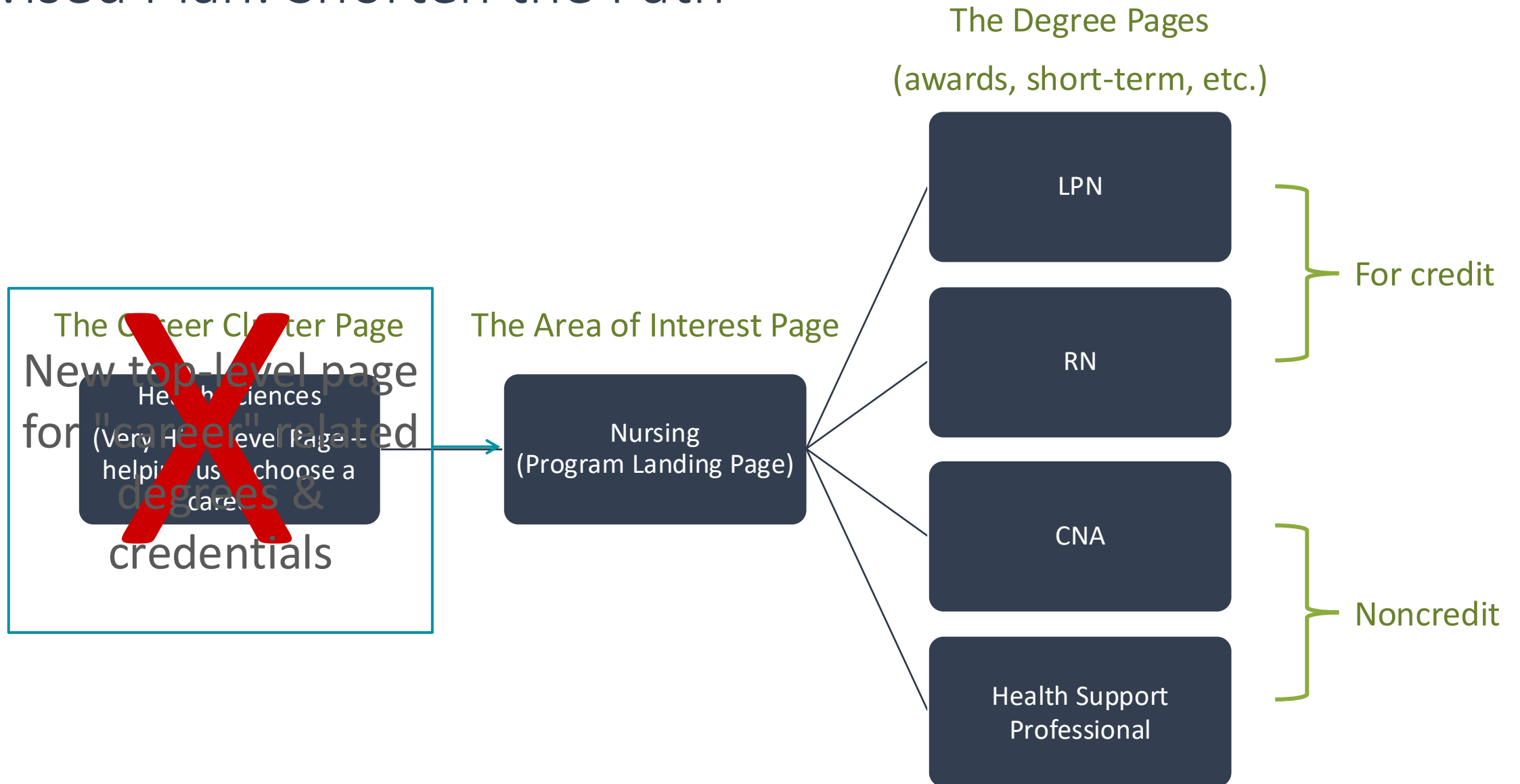
“Nursing”



Revised Plan: Shorten the Path



Revised Plan: Shorten the Path



Final Page Wireframe

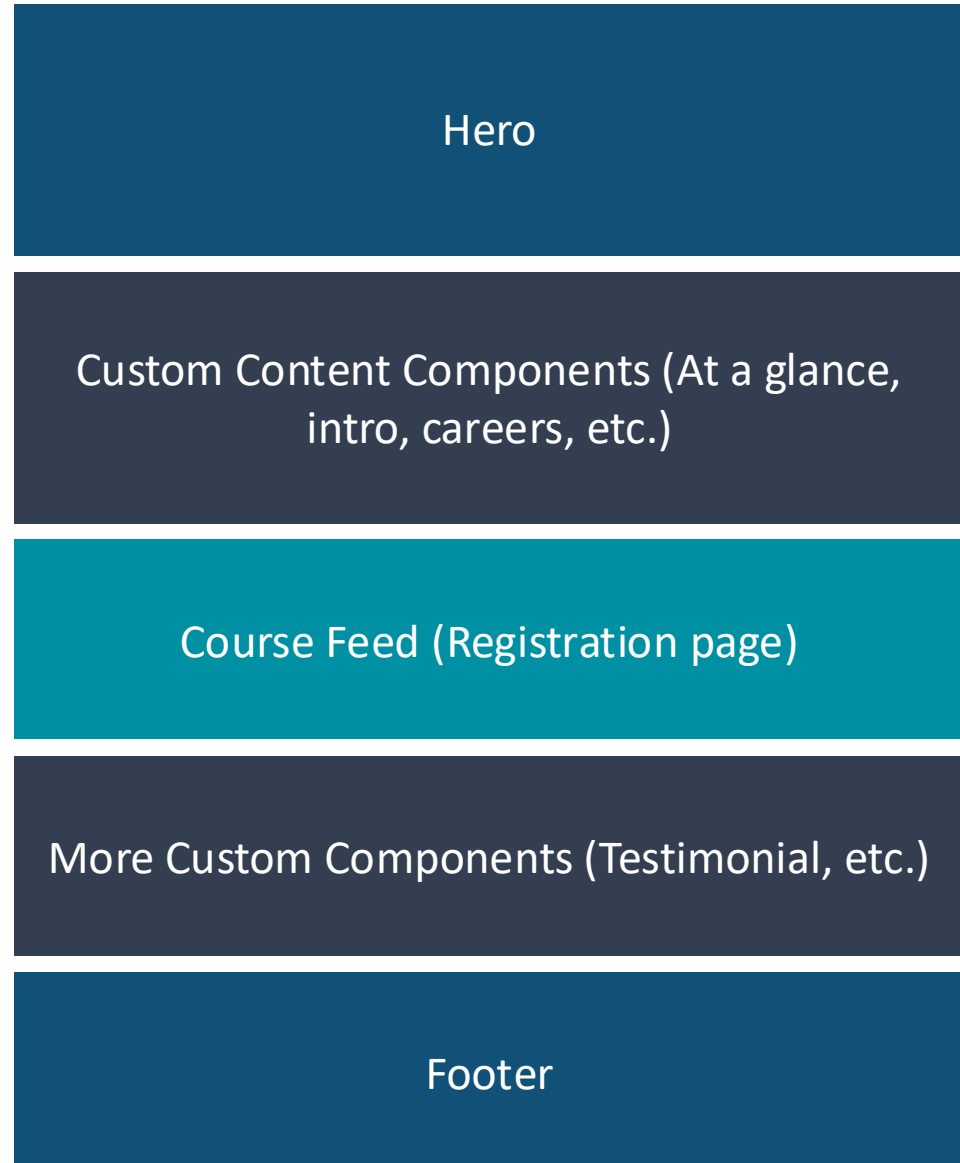
Area of Study/Program Pages:



Area of Study/Program Pages



Degree/Credential Pages



Area of Study (Career) Page

Hero (Optional) Nursing	
Intro	
CNA	Health Support Professional
Practical Nursing	Associate Degree Nursing
More Custom Components (Testimonial, etc.)	
Footer	

Small preview of all programs and courses for comparison then go to Credential Page

New Benefit: Showcasing Stackable Credentials

- Reinforces options to start smaller and build up over time or commit to longer programs.
- Easy links to program pages with course & career details.
- All options for an area in one block.

Choose Your Welding Pathway

Production Welding Workforce Certificate (2 months)

- ▶ Gas metal arc welding
- ▶ Fillet welds in flat, horizontal, and vertical positions
- ▶ Blueprint reading

EXPLORE THE PRODUCTION WELDING WORKFORCE EDUCATION CERTIFICATE OPTION →

Welding Certificate (4 months)

- ▶ Gas metal arc welding
- ▶ Shielded metal arc welding
- ▶ Thermal cutting processes
- ▶ Blueprint reading

EXPLORE THE WELDING CERTIFICATE OPTION →

Intermediate Manufacturing Welding Diploma (7 months)

GTAW, Carbon Steel, Aluminum and Stainless Steel

Intermediate Manufacturing Welding Diploma (9 months)

GMAW, SMAW, FCAW, and Robotics Diploma

Advanced Manufacturing Welding Diploma (1 year)

Stackable Credentials are the Future!

Skills “Half-Life”

60% of workforce in 2024 was projected to need training before 2027.

-University of Chicago

AI Disruptions

As AI disrupts work, “patching” a degree with a certificate is more valuable.

-Forbes & Burning Glass Inst.

Motivation

71% of students who start stacking end up earning an associate’s.

-RAND Corporation

Job Opportunity

Adults who stacked were 4% more likely to be employed, and earn more.

-Brookings Institution

Next Stop: Credential Page

Credential Page (Degrees, Apprenticeships, etc.)

An opportunity to redesign content strategy and UX on these **very, very long** pages

Old Program Page

The screenshot shows the top portion of a web page for the Medical Assistant program at Hawkeye Community College. At the top, there is a navigation bar with the college logo and links for 'Apply Now', 'Visit Hawkeye', 'Request Info', and 'Q Search'. Below this is a secondary navigation bar with dropdown menus for 'Admissions', 'Academics', 'Students', 'Business & Community', and 'About Us'. A large banner image depicts three students in white lab coats practicing on a mannequin in a clinical setting. Below the banner, the page title 'Medical Assistant' is centered. A horizontal menu contains buttons for 'COURSES', 'CAREERS', 'PROGRAM ADMISSION', 'PROGRAM CONTACTS', and 'ALL PROGRAMS >>'. The main content area is divided into two columns. The left column contains introductory text, a list of skills students will learn (e.g., taking vital signs, preparing lab specimens), administrative duties, and hands-on learning opportunities. The right column features an 'AT A GLANCE' table with details on award, length of study, class meets, program start, and tuition-free eligibility. Below the table is a 'FACULTY SPOTLIGHT' section for Gwen Mahloch, a Certified Medical Assistant since 2002. The bottom of the page shows an 'Accreditation' section with a plus sign.

HAWKEYE
COMMUNITY COLLEGE

Apply Now Visit Hawkeye Request Info Q Search
Faculty & Staff Alumni & Donors Contact Us My Logins

Admissions Academics Students Business & Community About Us

Medical Assistant

COURSES CAREERS PROGRAM ADMISSION PROGRAM CONTACTS ALL PROGRAMS >>

Pursue a high-demand career in the medical field as a medical assistant helping patients navigate the healthcare system and assisting healthcare providers.

As a Medical Assistant program student you will gain the skills necessary to care for patients and assist healthcare providers, including:

- Taking vital signs
- Collecting and preparing lab specimens and performing diagnostic tests
- Administering medication and injections
- Collecting and recording data
- Educating patients

You will also learn administrative clinic duties such as:

- Office management and procedures
- Scheduling and billing practices

Hands-On Learning Opportunities

- Patient Simulator Lab: Learn how to handle and react to a variety of patient scenarios in a controlled environment.
- Practicum: Gain over 200 hours of real-world work experience ensuring you have the skills you need to succeed in your future career.

Certification and Licensure

Successful completion of this program qualifies the student to test for license/certification in the state of Iowa.

A graduate of the Medical Assistant program is eligible to take the RMA (Registered Medical Assistant) or CMA (Certified Medical Assistant), national exams recognized by all states for practice as a Medical Assistant.

Use this [State Licensure Google Sheet](#) to identify whether the program does or does not meet the educational requirements for state licensure.

[Licensure and Certification Disclosure](#)


AT A GLANCE

Award	Diploma
Length of Study	1½ years
Class Meets	Evening for Fall start students Daytime for Spring start students
Program Start	Fall, Spring
Tuition-Free Eligible	This program qualifies for the Future Ready Iowa Last-Dollar Scholarship and will pay up to 100% of your tuition. Students must apply for, be awarded, and meet the ongoing eligibility requirements for the Last-Dollar Scholarship.

FACULTY SPOTLIGHT

Gwen Mahloch

Gwen has been a Certified Medical Assistant since 2002. She's a graduate of Kaplan University and has been an instructor of medical assisting since 2005. In addition, Gwen is a certified CPR/BLS instructor through the American Heart Association.



Student Outcomes



Program Mission



Program Goals



Professional Associations and Involvement



"I love teaching students new skills and knowledge and having that light bulb come on. I look forward to learning from them as well.

"Advice I can give to students is to have an active role in your classes, build new relationships with classmates, take time for school, but also take time out for family as well, and always have fun.

"All the Healthcare organizations are looking for Medical Assistants. It is a great career to go into."



SUCCESS STORY – KIM CONNOR

Kim wanted to advance her career beyond a CNA. She looked into Hawkeye's Medical Assistant program and took the leap. The sense of accomplishment and fulfillment she has in her career as a Certified Medical Assistant is beyond what she expected. Check out her story!

PROGRAM OVERVIEW

Learn more about the Medical Assistant program from students and instructors.



MEDICAL ASSISTANT TOP TEN

Here are the top 10 things that our Medical Assistant students think you need to know before your first day. Great advice from those who have been there!

GRADUATE SPOTLIGHT – CORRIE SINK

Corrie had a great experience in Hawkeye's Medical Assistant program and it lead her to get a great job after she graduated. Check out her story!





GRADUATE SPOTLIGHT: CASSIE KRULL

Cassie Krull started out wanting to be a nurse, but after a year realized it wasn't the right path for her. She wanted to stay in healthcare, and work in a clinic setting. Medical Assisting proved to be the perfect fit.

"Ever since I was 12, I wanted to work in the medical field," she said. "Almost my whole family works in it."

WORKING TO FILL NEEDS AT IOWA HOSPITALS

WATERLOO, Iowa (KCRG) – Medical assistants have a wide variety of tasks, usually within outpatient settings like hospitals or clinics. They greet patients, take their information and record their vitals...



Program Pathway

PREREQUISITE COURSEWORK

PREREQUISITE COURSES DETAILS

Credits	12
Enrollment	Full-time, Part-time
Program Start	Fall, Spring, Summer
Number of Terms	1
Time to Complete	4 months

PREREQUISITE COURSES

- Essentials of Anatomy and Physiology
Human Anatomy and Physiology I
Human Anatomy and Physiology II
- Fundamentals of Oral Communication
- Introduction to Psychology
- Medical Terminology

[See the Suggested Sequence of Study for cost and additional course details.](#)

Next step: [Complete the program admission requirements](#) then continue to Term 1 of the Medical Assistant diploma program.

MEDICAL ASSISTANT DIPLOMA

PROGRAM DETAILS

Award	Diploma
Credits	31
Program Start	Fall, Spring
Number of Terms	3

PROGRAM COURSES

TERM 1 FALL START: FALL SPRING START: SPRING

- Clinical Assisting I
- Diseases and Disorders
- Introduction to Computers
Information Computing
- Medical Lab Procedures with ECG

PREREQUISITE COURSEWORK

PREREQUISITE COURSES DETAILS

Credits	12
Enrollment ⓘ	Full-time, Part-time
Program Start	Fall, Spring, Summer
Number of Terms	1
Time to Complete	4 months

PREREQUISITE COURSES

- Essentials of Anatomy and Physiology
- Human Anatomy and Physiology I
- Human Anatomy and Physiology II
- Fundamentals of Oral Communication
- Introduction to Psychology
- Medical Terminology

See the Suggested Sequence of Study for cost and additional course details.

Next step: [Complete the program admission requirements](#) then continue to Term 1 of the Medical Assistant diploma program.

MEDICAL ASSISTANT DIPLOMA

PROGRAM DETAILS

Award ⓘ	Diploma
Credits	31
Program Start	Fall, Spring
Number of Terms	3
Time to Complete	1 year
Class Meets	Evening for Fall start students Daytime for Spring start students
Admissions Application	Select Academic Program: Medical Assistant – Diploma See Program Admission

SUGGESTED SEQUENCE OF STUDY AND COST

PROGRAM COURSES

TERM 1 FALL START: FALL SPRING START: SPRING

- Clinical Assisting I
- Diseases and Disorders
- Introduction to Computers
- Information Computing
- Medical Lab Procedures with ECG
- Medical Office Management I

TERM 2

FALL START: SPRING SPRING START: SUMMER

- Clinical Assisting II
- Medical Assisting Pharmacology
- Medical Laboratory Procedures II
- Medical Office Management II

TERM 3 FALL START: SUMMER SPRING START: FALL

- Medical Assistant Practicum
- Medical Law and Ethics
- Seminar

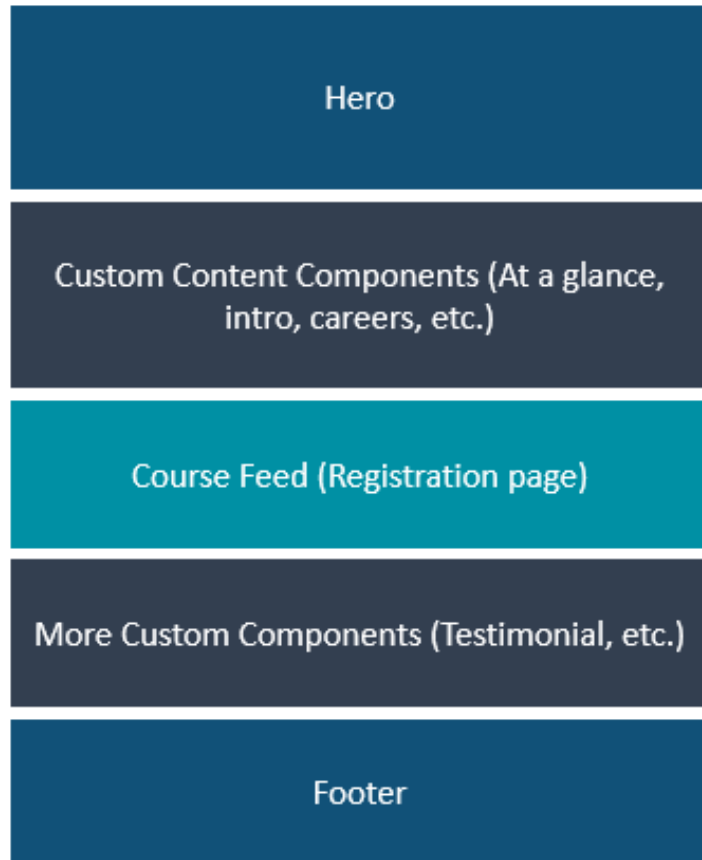
See the Suggested Sequence of Study for the full list of courses, cost, and additional course details.

You have completed the Medical Assistant diploma program. Check out the [Health continuing education courses](#) to keep up to date in your profession.

POSITIONS



New, Improved Credential Page



HAWKEYE COMMUNITY COLLEGE | 60th Anniversary

PROGRAMS | ADMISSIONS & AID | STUDENT SUCCESS

Associate Degree Nursing (RN)

[/ Nursing / Associate Degree Nursing \(RN\)](#)

Make a Difference Every Day

As a registered nurse, you provide a wide range of care. You manage IVs and dress wounds. You educate patients and support them through recovery. You teach patients how to stay healthy and work closely with doctors to make sure each patient gets the best care possible.

[APPLY AT HAWKEYE TODAY →](#)

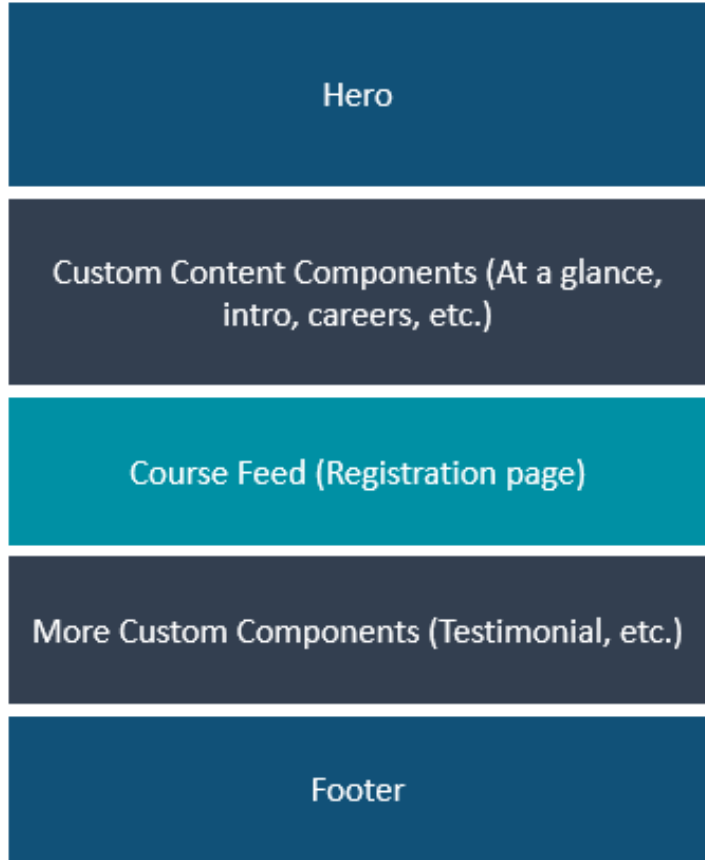
ASSOCIATE DEGREE NURSING AT A GLANCE

 Award Associate of Applied Science (AAS) degree	 Length of Study 2 years *	 Course Format Face-to-Face	 Classes Meet Daytime	 Program Start Fall
---	---	--	------------------------------------	----------------------------------

* Does not include prerequisite courses.

[SEE ALL NURSING OPTIONS AT HAWKEYE →](#)

95% RN-NCLEX Pass Rate	480 Hours Clinical Experience	208 Lab Hours	\$0 Tuition for Eligible Students
----------------------------------	---	-------------------------	---



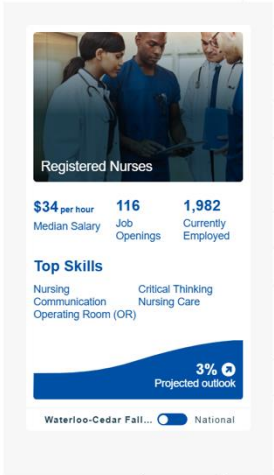
Your Nursing Career

This career offers a dynamic and rewarding way to make a difference in people's lives every day.

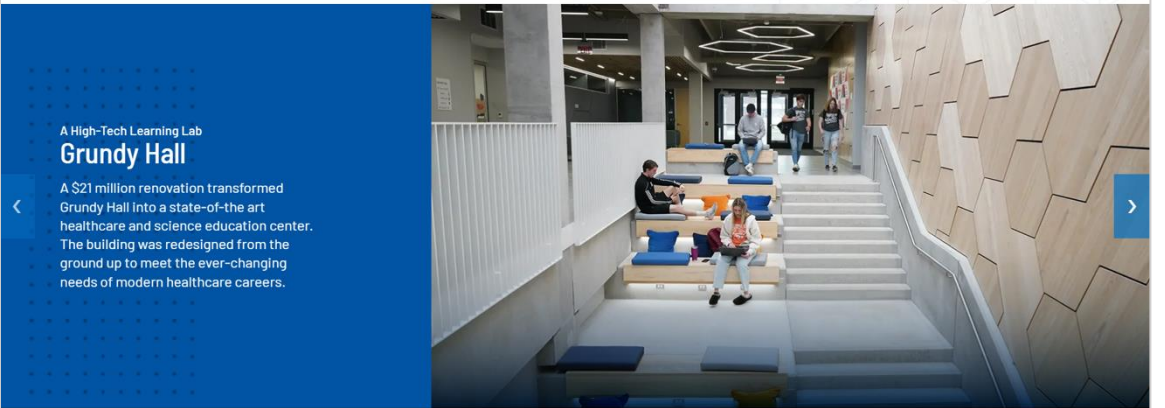
As a registered nurse, you work primarily in hospitals, but also in nursing homes, clinics, and patients' homes, providing essential care across different environments.

This is a partial list of where nursing graduates work:

- ▶ Mayo Clinic, Rochester, MN
- ▶ MercyOne, Waterloo and Cedar Falls, IA
- ▶ UnityPoint Health—Allen Hospital, Waterloo, IA
- ▶ Universal Pediatrics, Cedar Rapids, IA
- ▶ University of Iowa Hospitals and Clinics, Iowa City, IA
- ▶ Waverly Health Center, Waverly, IA



The Future of Healthcare Education is at Hawkeye



(Accordion)

Hero

Custom Content Components (At a glance, intro, careers, etc.)

Course Feed (Registration page)

More Custom Components (Testimonial, etc.)

Footer

Program Overview

× What You Study

Semester 0 – Practical Nursing Prerequisites

- ▶ Composition I
- ▶ Human Anatomy and Physiology I
- ▶ Human Anatomy and Physiology II
- ▶ Nurse Aide

Semester 1 – Practical Nursing

- ▶ Health Promotion & Maintenance Across the Lifespan
- ▶ Introduction to Nursing
- ▶ Introduction to Nursing Skills Lab
- ▶ Introduction to Pharmacology
- ▶ Math for Liberal Arts or Intermediate Algebra or College Algebra or Precalculus or Trigonometry and Analytic Geometry or Statistics or Calculus I
- ▶ Nursing Clinical I
- ▶ Nursing Clinical II

Semester 2 – Practical Nursing

- ▶ Basic Health Alterations A
- ▶ Basic Health Alterations B
- ▶ Foundations of Nursing Skills Lab
- ▶ Issues and Trends in Practical Nursing Leadership
- ▶ Nursing Clinical III
- ▶ Nursing Clinical IV
- ▶ Nutrition

Semester 3 – Associate Degree Nursing

- ▶ Advanced Nursing Skills
- ▶ Advanced Pharmacology
- ▶ Community and Mental Health Nursing
- ▶ Complex Health Alterations
- ▶ Introduction to Psychology
- ▶ Nursing Clinical V
- ▶ Public Speaking or Fundamentals of Oral Communication
- ▶ Transition to Professional Nursing

Semester 4 – Associate Degree Nursing

- ▶ Complex Health Alterations B
- ▶ Complex Maternal Child Health Alterations
- ▶ Holistic Client Care
- ▶ Issues in Nursing Management
- ▶ Microbiology
- ▶ Nursing Clinical Community and Special Populations

Then we itemized every credential.

Career Area	Display Name (from Sitemap)	Degree/Credential Type
Health Science and Services	Medical Assistant	Diploma
Health Science and Services	Medical Laboratory Technology	AAS
Health Science and Services	Nursing	AAS, Diploma
Health Science and Services	Occupational Therapy Assistant	AAS
Health Science and Services	Patient Access & Front Desk	Workforce Education
Health Science and Services	Pharmacy Technician	Workforce Education
Health Science and Services	Physical Therapist Assistant	AAS
Health Science and Services	Prepare to Care: Health Support Profession	Workforce Education
Health Science and Services	Respiratory Care	AAS
Health Science and Services, S	Emergency Medical Services	AAS, Certificate (3
Information Technology	Cybersecurity	AAS, Certificate
Information Technology	Information Systems Management	AAS
Information Technology	Information Technology Specialist	Workforce Education
Information Technology	Networking Administration & Engineering	AAS, Diploma
Information Technology	Web Programming & Development	AAS
Liberal Arts	Exercise Science & Kinesiology Liberal Arts	AA
Liberal Arts	History Liberal Arts Transfer Major	AA
Liberal Arts	Journalism Liberal Arts Transfer Major	AA
Liberal Arts	Political Science Liberal Arts Transfer Major	AA
Liberal Arts, Arts and Humanit	Fine Arts Liberal Arts Transfer Major	AA
Liberal Arts, Business	Business Liberal Arts Transfer Major	AA
Liberal Arts, Business	Communication Liberal Arts Transfer Major	AA
Liberal Arts, Education	Elementary Education Liberal Arts Transfer	AA
Liberal Arts, Education	Secondary Education Liberal Arts Transfer	AA
Liberal Arts, Health Science an	Liberal Arts Transfer Plan	AA or AS
Liberal Arts, Science and Math	Biology Liberal Arts Transfer Major	AS
Liberal Arts, Science and Math	Chemistry Liberal Arts Transfer Major	AS
Liberal Arts, Social Sciences ar	Criminal Justice Liberal Arts Transfer Major	AA
Liberal Arts, Social Sciences ar	Human & Family Services Liberal Arts Trans	AA



We added new gateways to program pages.

Friday, March 7 - No Classes. Offices closed for employee development.

HAWKEYE COMMUNITY COLLEGE

Apply Now Visit Hawkeye Request Info Q Search
Faculty & Staff Alumni & Donors Contact Us My Logins

Admissions Academics Students Business & Community About Us

Education Through Experience
Learning doesn't just happen in the classroom. At Hawkeye Community College, hands-on experiences are an important part of preparing you for your career. Visit campus to discover the ways Hawkeye can help you become career ready in two years or less.
[PLAN YOUR CAMPUS VISIT](#)

EVENTS

- MAR 6** No Classes, College Open - Faculty Inservice
Thursday, March 6, 2025
- MAR 7** No Classes, College Closed - Employee Development Day
Friday, March 7, 2025
- MAR 12** Experience Hawkeye Transfer Visit Day
Wednesday, March 12, 2025
9:00am - 1:00pm
- MAR 13** 'LooCon 2025
Thursday, March 13, 2025
9:30am - 2:00pm
- MAR 17** No Classes - Spring Break
Monday, March 17, 2025

[SEE ALL EVENTS](#)

NEWS

Automotive Technology Student Receives Scholarship from Midwest Auto Care Alliance
posted Friday, February 7, 2025
As part of the scholarship, Mikayla also receives a free weekend training package at the VISION Hi-Tech Training & Expo.
[SEE ALL NEWS](#)

ANNOUNCEMENTS

- Earn a Degree Tuition-Free**
Concerned about paying for college? At Hawkeye, you can earn a degree tuition-free in 29 high-demand programs.
- Earn Your Bachelor's Degree**
You don't need piles of student loans to earn a four-year degree. You can save thousands by connecting to Hawkeye's transfer degree program.
- Great Careers. Great Wages.**
In two years or less, you can connect to a high-paying career and earn \$50,000 a year or more.
- Finish What You Started**
It doesn't matter why you didn't finish - just don't let that stop you from pursuing your dreams and landing the job you always wanted. Discover what it will take to finish your degree.

Take a closer look. Learn the fun side of college.
Check out what Hawkeye has to offer you!

[REQUEST INFO](#) [VISIT HAWKEYE](#) [APPLY NOW](#)

MY HAWKEYE EMAIL CANVAS

HAWKEYE COMMUNITY COLLEGE

Main Campus
1501 East Orange Road
P.O. Box 8015
Waterloo, IA 50704-8015
319-296-2320

Locations
Faculty, Staff, and Department Directory
Alerts & Information: 319-296-4444

Facebook
Twitter
Instagram
LinkedIn
YouTube
Social Media Directory

Copyright © 2025
Hawkeye Community College
All Rights Reserved
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Non-discrimination Statement
Privacy Policy
Web Accessibility Policy

Translate

Old Homepage

HAWKEYE COMMUNITY COLLEGE

PROGRAMS ADMISSIONS & AID STUDENT SUCCESS

CREATE YOUR FUTURE

EARN A DEGREE **BUILD SKILLS** **TRAIN YOUR WORKFORCE**

IN THEIR WORDS

"Because of Hawkeye, I am ready to live out the rest of my dream as an artist."

"Do it. It's never too late."

"Community colleges prepare you for everything, and Hawkeye is creating a lot of opportunities."

Be Transfer Ready
If your dreams include a four-year college degree, Hawkeye will prepare you to transfer and succeed at many four-year colleges and universities in Iowa and across our region.
[PLAN YOUR TRANSFER](#)



PLAN YOUR TRANSFER →

CAREER AREAS



Agriculture



Arts



Automotive & Transportation



Business



Construction Trades

Education

I am a: **Future Adult Student**



You are ready to make a change. Take a short-term training to upskill in your current job. Earn a degree to enter a new career. Your future is waiting for you here.



Find My Program
Your future is waiting



Schedule a Visit
We can't wait to meet you



Financial Aid
You can afford college



Apply at Hawkeye
It's simple and free

HAWKEYE AT A GLANCE

68

Programs & majors

13

Average class size

85%

Who apply receive financial aid

2 + 2

Transfer plans



"The skills I gained at Hawkeye I wouldn't have received anywhere else."

Josie Gavenport | Auto Collision Technologies '23

VISIT

REQUEST INFO

APPLY



Main Campus

1501 East Orange Road
P.O. Box 8015
Waterloo, IA 50704-8015

319-296-2320

Other Locations

Directory

Events
Athletics
Jobs
About


My Hawkeye

Canvas
Email



Full Program Search with Filters

BEFORE



[Apply Now](#) [Visit Hawkeye](#) [Request Info](#) [Q Search](#)
[Faculty & Staff](#) [Alumni & Donors](#) [Contact Us](#) [My Logins](#)

Admissions ▾
Academics ▾
Students ▾
Business & Community ▾
About Us ▾

Find a Program / Major

Filter by Career Area

- Liberal Arts and Transfer Majors
- Agriculture
- Arts and Humanities
- Automotive and Transportation
- Business
- Construction Trades
- Education
- Health Science and Services
- Information Technology
- Manufacturing and Engineering
- Science and Mathematics
- Social Sciences and Public Services

[Select All Career Areas](#) | [Clear All Career Areas](#)

CAREER AREA DESCRIPTIONS

Filter by Award

- Associate of Arts / Science (Transfer Programs)
- Associate of Applied Arts / Science
- Diploma
- Certificate
- Workforce Education Certificate
- Apprenticeship

[Select All Awards](#) | [Clear All Awards](#)

AWARD DESCRIPTIONS AND AVERAGE LENGTH OF STUDY

Additional Filters

- Tuition-Free Eligible Programs
- Online Programs
- Evening Programs
- Offered Off-Campus


0 Selected

1 Selected

APPLY FILTERS
X CLEAR FILTERS

[STILL DECIDING?](#)

Business




Accounting

Gain hands-on experience preparing, analyzing, and tracking financial information; preparing individual income taxes, payroll accounting, accounts payable and receivable, and related computer systems.

\$ Tuition-Free Eligible Program


Location: Main Campus
Awards: Associate of Applied Science (AAS), Diploma, Certificate



Ag Business Management

Learn all aspects of agriculture, including agronomy and crop production, precision agriculture, farm management, business, and animal production. Students get hands on experience working on Hawkeye's 225-acre farm.

Location: Main Campus
Awards: Associate of Applied Science (AAS), Diploma, Certificate




Marketing Management


Build a foundation of critical thinking, teamwork, business, communications, marketing, economics, sales, and more while preparing for your career. This program provides entrepreneurs with a sound business education.

Location: Main Campus
Awards: Associate of Applied Science (AAS), Certificate

Education



AFTER



[PROGRAMS](#) [ADMISSIONS & AID](#) [STUDENT SUCCESS](#)

Programs
🔍

Programs

Filter results by:

Career Area ▾

- Agriculture
- Arts & Humanities
- Automotive & Transportation
- Business
- Construction Trades
- Education
- Health Science & Services
- Information Technology
- Manufacturing & Engineering
- Science & Mathematics
- Social Sciences & Public Services

Program Type ▾

- Transfer Program
- 2-year Degree
- Diploma or Certificate
- Workplace Certificate
- Apprenticeship

Other ▾

- Tuition Free Eligible
- Federal Financial Aid Eligible
- Offered Online
- Offered in the Evening
- Offered as Hybrid

[Clear Filter](#)

Accounting

Accounting AAS Degree

📅 2 years

Accounting Technician Diploma

📅 1 year

Administrative Assistant Diploma

📅 9 months

Administrative Office Management

Administrative Office Management AAS Degree

📅 2 years

Advanced Emergency Medical Technician (AEMT) Certificate

📅 9 months

Advanced Manufacturing

Advanced Manufacturing Welding Diploma

📅 1 year

Ag Business Management

Ag Business Management AAS Degree

📅 2 years

Some Programs Need New Filter Options

Ticking either of these boxes reduces the results list to 2 options.

The screenshot shows the 'Programs' page on the Hawkeye Community College website. At the top, there are navigation links for 'PROGRAMS', 'ADMISSIONS & AID', and 'STUDENT SUCCESS'. Below the navigation is a search bar and a home icon. The main heading is 'Programs'. Underneath, there is a 'Filter results by:' section with three categories: 'Career Area', 'Program Type', and 'Other'. The 'Career Area' category is expanded, showing a list of options with checkboxes. The 'Construction Trades' option is selected. The 'Program Type' category is collapsed. The 'Other' category is expanded, showing options for 'Tuition Free Eligible', 'Federal Financial Aid Eligible', 'Offered Online', 'Offered in the Evening', and 'Offered as Hybrid'. To the right of the filters, two program results are displayed: 'Heating and Air Conditioning Diploma' (1 year) and 'Sustainable Construction and Design AAS Degree' (2 years). At the bottom of the filter section, there is a 'Clear Filter' button.

PROGRAMS | ADMISSIONS & AID | STUDENT SUCCESS

Home / Programs

Programs

Filter results by:

Career Area ^

- Agriculture
- Arts & Humanities
- Automotive & Transportation
- Business
- Construction Trades
- Education
- Health Science & Services
- Information Technology
- Manufacturing & Engineering
- Science & Mathematics
- Social Sciences & Public Services

Program Type v

Other ^

- Tuition Free Eligible
- Federal Financial Aid Eligible
- Offered Online
- Offered in the Evening
- Offered as Hybrid

[Clear Filter](#)

[Heating and Air Conditioning Diploma](#)
1 year

[Sustainable Construction and Design AAS Degree](#)
2 years

The footer of the website features a dark blue background with white text and icons. On the left, there is the Hawkeye Community College logo and contact information for the Main Campus. In the center, there are three icons with text: a location pin for 'VISIT', a person icon for 'REQUEST INFO', and a document icon for 'APPLY'. On the right, there is a vertical orange bar with social media icons for Facebook, Twitter, Instagram, YouTube, and LinkedIn. Below the icons, there is a list of links: Directory, Events, News, Athletics, Jobs, About, myHawkeye, Canvas, and Email.

VISIT | REQUEST INFO | APPLY

HAWKEYE
COMMUNITY COLLEGE

Main Campus
1501 East Orange Road
P.O. Box 8015
Waterloo, IA 50704-8015
319-296-2320

OTHER LOCATIONS →

Directory
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News
Athletics
Jobs
About

myHawkeye
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New Content Strategy Increases
Engagement, Shows Off Culture

Industrial Maintenance Training Program

Manufacturing and Maintenance

CNC Machining and Turning Concepts

Industrial Maintenance

Industry 4.0 Training Programs

Tyson Industrial Maintenance Mechanics

Production Welding

IGNITE: Mastering Manufacturing

Automation and Robotics Center

TechWorks Campus
560 Westfield Ave
Waterloo, IA 50701

319-296-4447

Email the Automation and Robotics Center

Director

Kent Wolfe
319-296-2329 ext.3004



Home / Programs / Short-Term Training / Manufacturing and Maintenance / Industrial Maintenance

Industrial Maintenance Training Program



Build a Good Career Solving Practical Problems

Modern factories are clean, safe workplaces. They need capable people to keep the machinery running well. It's an interesting line of work if you:

- Enjoy solving puzzles
- Like working with your hands
- Appreciate fixing things
- Understand everyday math and science

A Green Occupation with Lots of Demand

Your job is likely to be reliable—and yet the work will change every day. What needs adjustment? Why are those numbers odd today? Is there a software update? You'll be taking care of the planet by repairing machinery and keeping it running efficiently.

At Hawkeye, you receive hands-on training and gain the skills to maintain production equipment that uses a range of technologies:

- Direct and alternating current (electricity)
- Hydraulic and pneumatic fluid power
- Single and three-phase motor controls
- Mechanical power systems

Your training and skills open the doors to a variety of positions, such as Industrial Mechanic, Maintenance Electrician, and Fluid Power Technician.

Example Careers and Average Wages

	Entry	Average	Experienced
Machinery Maintenance Workers	\$42,900	\$55,200	\$61,400
General Maintenance and Repair Workers	\$30,300	\$43,400	\$49,900

Source: 2022 Iowa Wage Report, Iowa Workforce Development

Industrial and electrical maintenance personnel often find themselves in roles where dedication and expertise are rewarded. While the rewards are great, it's important to note that the nature of the job may require overtime, and wages mentioned do not include overtime compensation.

Hawkeye Community College cannot guarantee employment or promotion.

8 Months to Prep for Your New Career

Your learning shift runs seven hours a day, four days a week in a factory-like setting near downtown Waterloo. The Automation and Robotics Center has dozens of specialized workstations where you learn to troubleshoot various systems.

As you practice with different machines, there's a lab instructor to call on. You also have classroom instructors to walk you through the thinking behind your work. You will practice the math and science you need and test the theories that drive the industrial systems.

Upcoming Classes

JANUARY SESSION

Start date: January 9, 2025
Class meets: Monday – Thursday, 7:00am – 2:00pm
Price: \$3,995

JUNE SESSION

Start date: June 5, 2025
Class meets: Monday – Thursday, 7:00am – 2:00pm
Price: \$3,995

Financial Assistance

BEFORE

GRADE	ISSUES	REACH	WORDS
D	217	55%	2322

Grade Level 14



Industrial Maintenance Training Program

Industrial Automation Technology / Industrial Maintenance Training Program

Build a Career You Can Be Proud Of

Do you enjoy solving problems and fixing things? Modern factories are clean, safe, and filled with high-tech machinery that

- ▶ Love figuring out how things work
- ▶ Like working with your hands
- ▶ Get satisfaction from fixing something that's broken
- ▶ Are comfortable with everyday math and science

...then this could be the perfect career for you!

REQUEST INFORMATION →

AFTER

GRADE	ISSUES	REACH	WORDS
B	34	91%	595

Grade Level 9.2

INDUSTRIAL MAINTENANCE AT A GLANCE

Degree Workplace Certificate	Length of Study 8 Months	Course Format Face-to-Face	Classes Meet Daytime	Program Start Spring, Summer
---------------------------------	-----------------------------	-------------------------------	-------------------------	---------------------------------

EXPLORE ALL INDUSTRIAL AUTOMATION TECHNOLOGY OPTIONS AT HAWKEYE →

Your Industrial Maintenance Career

Your job is likely to be reliable—and yet the work will change every day. What needs adjustment? Why are those numbers odd today? Is there a software update? You'll be taking care of the plant by repairing machinery and keeping it running efficiently.

Your training and skills open the doors to a variety of positions, such as

- ▶ Industrial Mechanic
- ▶ Maintenance Electrician
- ▶ Fluid Power Technician
- ▶ Machinery Maintenance Technician

15%
Of Iowa Jobs are in Manufacturing

6,000+
Manufacturing Firms in Iowa

Maintenance Workers, Machinery

\$30 per hour Median Salary | 4 Job Openings | 42 Currently Employed

Top Skills

- Troubleshooting (Problem Solving)
- Operations
- Machinery Maintenance
- Hydraulics
- Preventive Maintenance

15% Projected outlook

Waterloo-Cedar Falls National

Program Pages Before – Low Content Engagement

Cybersecurity

[COURSES](#) [CAREERS](#) [PROGRAM ADMISSION](#) [PROGRAM CONTACTS](#) [ALL PROGRAMS >>](#)

The Cybersecurity program prepares students to plan, implement, and defend networks of all sizes. Cybersecurity professionals specialize in protecting networks for threats that can cause loss of money or time due to systems being unavailable. Hawkeye's dedicated data center for students provides all of the tools and equipment needed to learn security best practices in a hands-on environment.

The Cybersecurity program prepares you to design, setup, and secure devices and networks. You will gain knowledge and skills in:

- Computer hardware
- Desktop and server operating systems
- Server configuration and administration
- Network security
- Secure VPN solutions
- Wireless network security and administration
- Server, host device, and network device hardening
- Programming and scripting
- Network attacks and countermeasures
- Project management

Hands-on Learning Experiences

Data Center: Learn to build and maintain industry-standard networks, including how to secure the network, protect against hacking attacks, and how to recover from an attack. Gain experience with a variety of operating systems and implement strategies to maintain network uptime and data confidentiality and integrity.

AT A GLANCE

Awards

Length of Study

Program Start

Tuition-Free Eligible

INSTRU

Industrial Automation Technology

[COURSES](#) [CAREERS](#) [PROGRAM ADMISSION](#) [PROGRAM CONTACTS](#) [ALL PROGRAMS >>](#)

The Industrial Automation Technology program provides you the opportunity to develop skills and knowledge required in the manufacturing industry to install, program, maintain, repair, and troubleshoot high-tech, computerized machinery. You will gain hands-on training with:

- Programmable logic controller (PLC) computers
- CNC machines
- Robotics
- Electronic components
- Mechanical systems
- Fluid power
- And much more

With in-depth knowledge of the manufacturing process and state-of-the-art equipment, you will be a problem solver working to keep production running. You will learn through hands-on training using the state-of-the-art technology used in the workplace. Technology brands include but is not limited to:

- Fanuc

AT A GLANCE

Awards	Associate of Applied Science Diploma
Length of Study	9 months - 2 years
Program Start	Fall
Tuition-Free Eligible	This program qualifies for the Future Ready Iowa Last Dollar Scholarship and will pay up to 100% of your tuition. Students must apply for, be awarded,

Increased Engagement Throughout Page



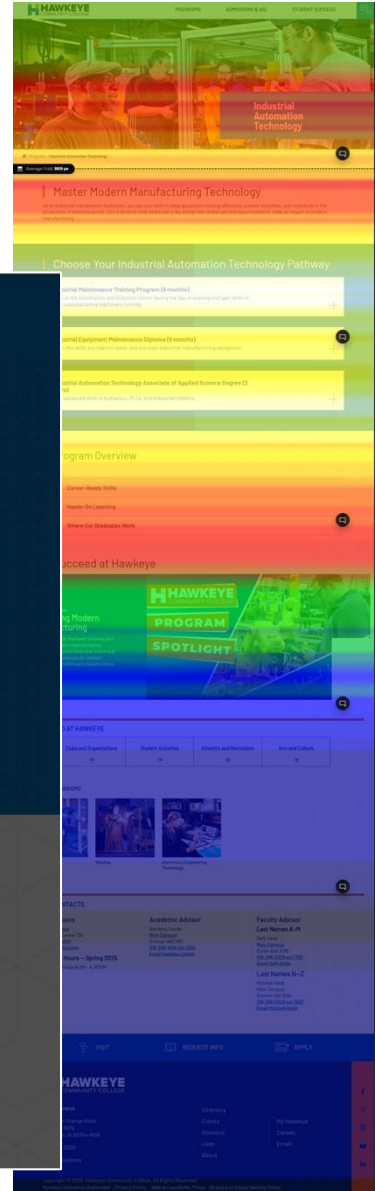
Choose Your Cybersecurity Pathway

Certificate (9 months)
An introduction to network security and cyber defense

Associate of Applied Science Degree (2 years)
A deep dive into cybersecurity, network administration, and database management

Program Overview

- + Data Center
- + Internship
- + Certifications
- + Last-Dollar Scholarship
- + 4-Year Transfer Options



Choose Your Industrial Automation Technology Pathway

Industrial Maintenance Training Program (9 months)
Train at the Automation and Robotics Center during the day or evening and gain skills to keep manufacturing machinery running.

Industrial Equipment Maintenance Diploma (9 months)
Learn the skills you need to repair and maintain industrial manufacturing equipment.

Industrial Automation Technology Associate of Applied Science Degree (2 years)
Gain advanced skills in hydraulics, PLCs, and industrial robotics.

Program Overview

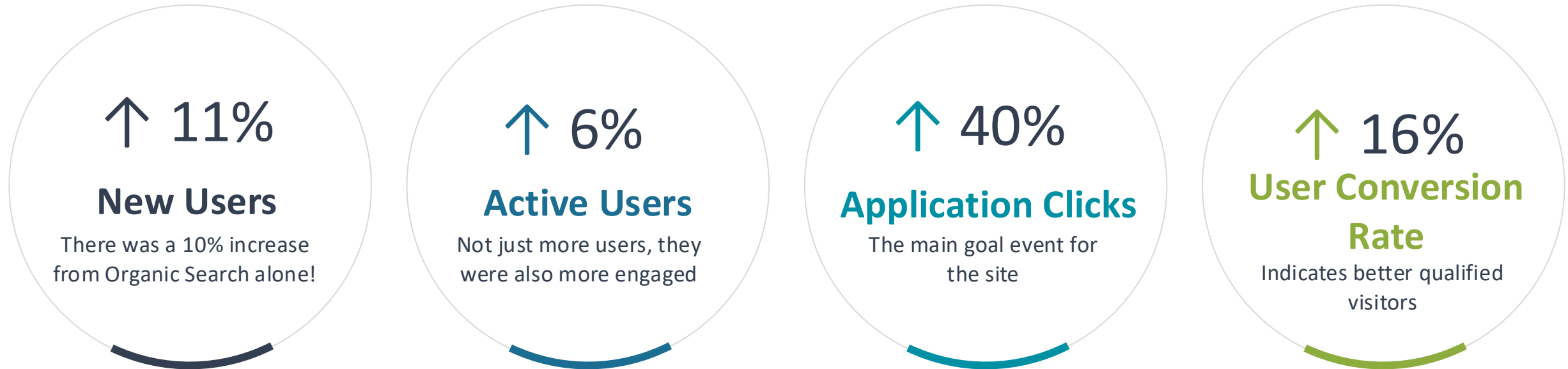
- + Career-Ready Skills
- + Hands-On Learning
- + Where Our Graduates Work





Successes

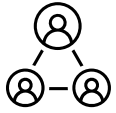
Wins – First 2 Weeks



Since launch, the site has attracted more New Users, many arriving on-site from Organic Search.

Site engagement also improved pushing application counts higher and helping increase the success rate per user.

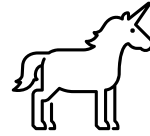
Lessons Learned



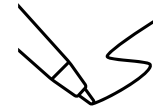
Engage Early



Students > Biz



Believe in You



Divide & Conquer



Measure

Steps You Can Take

Search

- Track SERPs
- Ask Qs like user
- Screenshots!

Partner

Make your consultant say the hard stuff

Listen

- Query users: what frustrates?
- Test usability

Find the Gaps

- Heatmaps
- Onsite search
- Save evidence

Brag

- Track before & after
- Tell everyone!

Connect with us!

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